Dog Food in Thailand

April 2023

Table of Contents
KEY DATA FINDINGS

2023 DEVELOPMENTS
Inflation disrupts price platforms in dog food
Premium segment remains the key growth driver for dog food in Thailand
Dog population continues to grow amidst urbanisation

PROSPECTS AND OPPORTUNITIES
SMEs to drive innovation in dog food in Thailand
Pet influencers create opportunities to reach the target audience more efficiently
Pet events and pet expos will help boost sales of dog food

CATEGORY INDICATORS
Table 1 - Dog Owning Households: % Analysis 2018-2023
Table 2 - Dog Population 2018-2023
Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

EXECUTIVE SUMMARY
Pet care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for pet care?

MARKET INDICATORS
Table 18 - Pet Populations 2018-2023

MARKET DATA
Table 19 - Sales of Pet Food by Category: Volume 2018-2023
Table 20 - Sales of Pet Care by Category: Value 2018-2023
Table 21 - Sales of Pet Food by Category: % Volume Growth 2018-2023
Table 22 - Sales of Pet Care by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Pet Food: % Value 2018-2022
Table 24 - LBN Brand Shares of Pet Food: % Value 2019-2022
Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022
Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023
Table 28 - Distribution of Pet Care by Format: % Value 2018-2023
Table 29 - Distribution of Pet Care by Format and Category: % Value 2023
Table 30 - Distribution of Dog and Cat Food by Format: % Value 2018-2023
Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2023
Table 32 - Forecast Sales of Pet Food by Category: Volume 2023-2028
Table 33 - Forecast Sales of Pet Care by Category: Value 2023-2028
Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dog-food-in-thailand/report](http://www.euromonitor.com/dog-food-in-thailand/report).